

## **2. Irvington Project Area**

### **2.1 Project Area Map and Background**

The 150-acre Irvington Original Redevelopment Project Area is located in the central part of Fremont and is within the Irvington Planning Area. Irvington is one of Fremont's four historic commercial districts. The Project Area is centered at the "Five Corners" intersection of Washington and Fremont Boulevards. The Irvington Redevelopment Plan was originally adopted in 1977 to revitalize the historic commercial district and surrounding residential neighborhoods. In 1998, the Plan was amended as part of the Redevelopment Plan and Fiscal Merger Program, which added approximately 323 acres of contiguous area within the boundaries of the Amended Irvington Survey Area as established and amended by the City Council. See Figure IV-2A for a map of the Irvington Project Area.

### **2.2 Redevelopment Plan Goals**

The Irvington Project Area has not reached its full economic potential. Implementation of the Redevelopment Plan will increase the amount of public revenue received, and will create a more desirable neighborhood with pedestrian retail experience, preserve the historic character of the district, generate higher sales per square foot for commercial businesses, and enhance residential living opportunities.

The Agency will focus on the following general goals of the Project during the Implementation Period:

- The elimination of adverse physical and economic conditions within the Project Area.
- The enhancement of the historic business district in Irvington, including the attraction and retention of neighborhood-serving commercial facilities, and the attraction of restaurants and specialty retail uses to make Irvington a destination point for workers in the industrial and other areas of Fremont.
- The conservation of enhancement of existing residential neighborhoods, through housing rehabilitation, and circulation, open space and other public improvements.
- The creation of residential opportunities for various segments of the community, including the provision of quality affordable housing within and outside the Project Area, as required by the CRL.

### **2.3 Implementation Plan Programs**

Following are the major proposed non-housing programs during the Implementation Period, and a discussion of how the proposed activities will help to eliminate identified blighting conditions.

**FIGURE IV-2A**



## **Program 1. Support Enhanced Performance of Businesses**

The Agency will seek to work in collaboration with property owners and business owners to support enhanced business performance in the project area.

### Objectives

The following specific objectives of the Project will be priorities during the Implementation Period:

1. The promotion of pedestrian-oriented uses and spaces especially in the historic business district.
2. The attraction of appropriate new businesses and retention and expansion of existing businesses in coordination with citywide economic development programs.

### Projects

As funding permits, the Agency will implement the following projects during the Implementation Period to reduce business vacancies, improve property values, and increase retail sales performance:

- Recruitment of new specialty retailers and restaurants through marketing efforts in collaboration with Office of Economic Development, property owners and other Irvington groups.
- Provide small businesses with access to business development resources (e.g. seminars, workshops, written materials).

## **Program 2. Support Investment in Privately-Owned Property**

The Agency will work with property owners, residents and business owners to enhance the appearance and function of private properties.

### Objectives

The following specific objectives of the Project will be priorities during the Implementation Period:

1. The renovation of substandard buildings and the appropriate reuse of buildings whose uses conflict with uses permitted in the General Plan.
2. The conservation and rehabilitation of historic and contributory buildings that are an important link to Irvington's heritage.

### Projects

As funding permits, the Agency will implement the following projects during the Implementation Period to maximize use of buildings and improve physical deficiencies of private structures:

- Bay Street Streetscape Design Project
- Irvington Concept Plan zoning modifications.
- Commercial Rehabilitation loan/grant program to encourage building restoration in Irvington, including assistance to install high quality:
  - Façade improvements.
  - Building safety deficiencies and tenant improvements.
  - Signage and lighting.
  - Design grants.
- Conceptual planning assistance to property owners regarding redevelopment of property in a manner consistent with Irvington Concept Plan.

### **Program 3. Invest in Public Infrastructure**

The Agency will make strategic investments in public infrastructure to help stimulate private investment in the district.

#### Objectives:

The following specific objectives of the Project will be priorities during the Implementation Period:

1. The encouragement of parking consolidation and development of new parking within the business district to provide adequate and convenient parking, in a manner sensitive to the rights and needs of property owners, while enhancing public access to the historic district.
2. The enhancement of traffic flow throughout the project area, including the provision of a grade separation on Washington Boulevard near Osgood, extension and widening of arterial streets, and intersection improvements.
3. The potential development of an Irvington BART station in support of the extension of the BART Fremont line and the provision of ancillary public transportation facilities and services that use Irvington as a transportation hub, all in the support of the revitalization of commercial and residential portions of the Project Area.
4. The elimination of substandard sized lots and lots of irregular shapes.

#### Projects

As funding permits, the Agency will implement the following projects during the Implementation Period to improve street conditions and stimulate investment in vacant or underutilized land:

- Assist in Financing street and intersection improvements, such as the Washington Grade Separation, and achieve safe and more consistent street widths as appropriate throughout the Project Area.
- Bay Street Streetscape Design Project – Public Infrastructure Improvements.
- Neighborhood sidewalk and landscaping improvements (e.g. Roberts Avenue.
- Municipal and private parking consolidation projects.
- Contribution to funding of Irvington BART Station (Plan Amendment).

## **2.4 Elimination of Blight**

The projects proposed during the Implementation Period will reduce blight in the following manner: Commercial opportunities will be enhanced through Program 1 (Support Enhanced Business Performance) projects. These projects will increase the economic viability of the commercial area, enhance property values and increase the number of commercial facilities in the project area.

Unsafe buildings and underutilized properties will be improved through Program 2 (Support Investment in Privately-Owned Property) projects. These projects will increase the economic viability of the commercial area, enhance the appearance of utilities, enhance design of signage and facades and encourage new construction in the project area.

Public infrastructure and parking opportunities will be improved through Program 3 (Invest in Public Infrastructure) projects. These projects will increase the economic viability of the commercial area, provide parking facilities and encourage new construction in the project area.